

# Facebook 101: How to set up your business page

## Quick Start: Facebook Pages

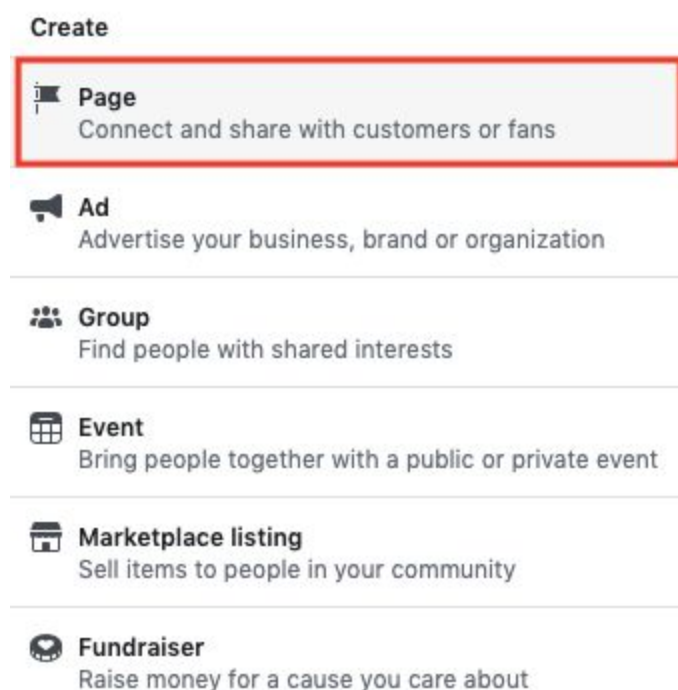
Social media marketing has become essential in the real estate space, and Facebook lies at the heart of it. But with over [2.23 billion monthly active users](#), how can real estate agents capture even a part of this market?

Facebook provides different options for ads, posts, and pages, and it can seem pretty daunting. We developed a quick guide to help you get started.

## Create a Facebook Page

Per Facebook's rules, you are not allowed to promote your business on your personal account. Luckily, Facebook makes it pretty easy to get your business started. Step 0? Log in.

1. From your personal account, click **Create** on the top right navigation and select **Page**.



2. Locate the Page category, "Business or Brand" and click **Get Started** to begin.

3. Name your Page. Make sure your Page is searchable and representative of your services. It can be as simple as your name and brand.
4. Choose “Real Estate Agent” as your **Category**. Enter other necessary details.

## Business or Brand

**Page Name**

Name your Page

**Category**

Real Estate Agent?

**Address**

Street Address

City, StateZIP Code

**Phone Number** (Optional)

Phone Number (Optional)

☐ Don't show my address. Only show that this business is in the City, State region.

When you create a Page on Facebook the [Pages, Groups and Events Policies](#) apply.

Continue

5. Click **Continue**, and you're in! Simple as that.

## Next steps

Now that you've created your Facebook Page, it's time to make it *yours*!

### **Upload a photo**

Once you've created your page, you'll be prompted to add a profile and cover photo. Some companies will upload their company logo, but as a real estate professional, you'll want to get close and personal. Upload a headshot that represents your professional self. Let your audience know, "This is who I am, and this is what I do."

### **Encourage communication**

Capture new leads online. Give potential contacts an easy source of communication by opting into messaging options. To edit your preferences, go into **Settings** at the top of your Page. Then, from the **General** tab, select **Messages**.

Link out to your personal website using the **About** section, and keep all your contact information up to date!

### **Publish content**

Use Facebook Pages to market yourself and partake in your community. [Add videos](#) of homes you've toured, link out to [your listings](#), or share invites to local events! We have several posts on how to market yourself on social media, and more to come.

It takes time to build out a social media plan, so take some time to consider your strategy. Facebook can be tough, but it can also become a busy hub for capturing and engaging online leads.

Look up—you're already on your way!